

Synopsis

Challenges as Opportunities How ICT faces the world of Tomorrow – incl. Results of latest German IT Trends Survey

An alternative headline might be the switch from expensive capital provisioned computing systems towards inexpensive devices creating a new rich environment with value driven by people and new uses. More than a decade of applying PC Networking, Client-Server and ERP to create back office automation of business process to reduce operating overheads, and improve efficiency and operating costs, is a base to build on. The question now shifts towards using technology in the front office to drive 'doing better business' with customers, suppliers, partners, and in new markets.

Challenges as Opportunities How ICT faces the world of Tomorrow Incl. Results of latest German IT Trends Survey

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Capgemini



What is in this presentation

**Change Forces
that are impacting
the enterprise**

Leading to ...

**New Markets and
New Working
Practices**

That are the drivers for ...



**The role of Cloud
Computing**

And a summary of ...

**The points to
focus on...**

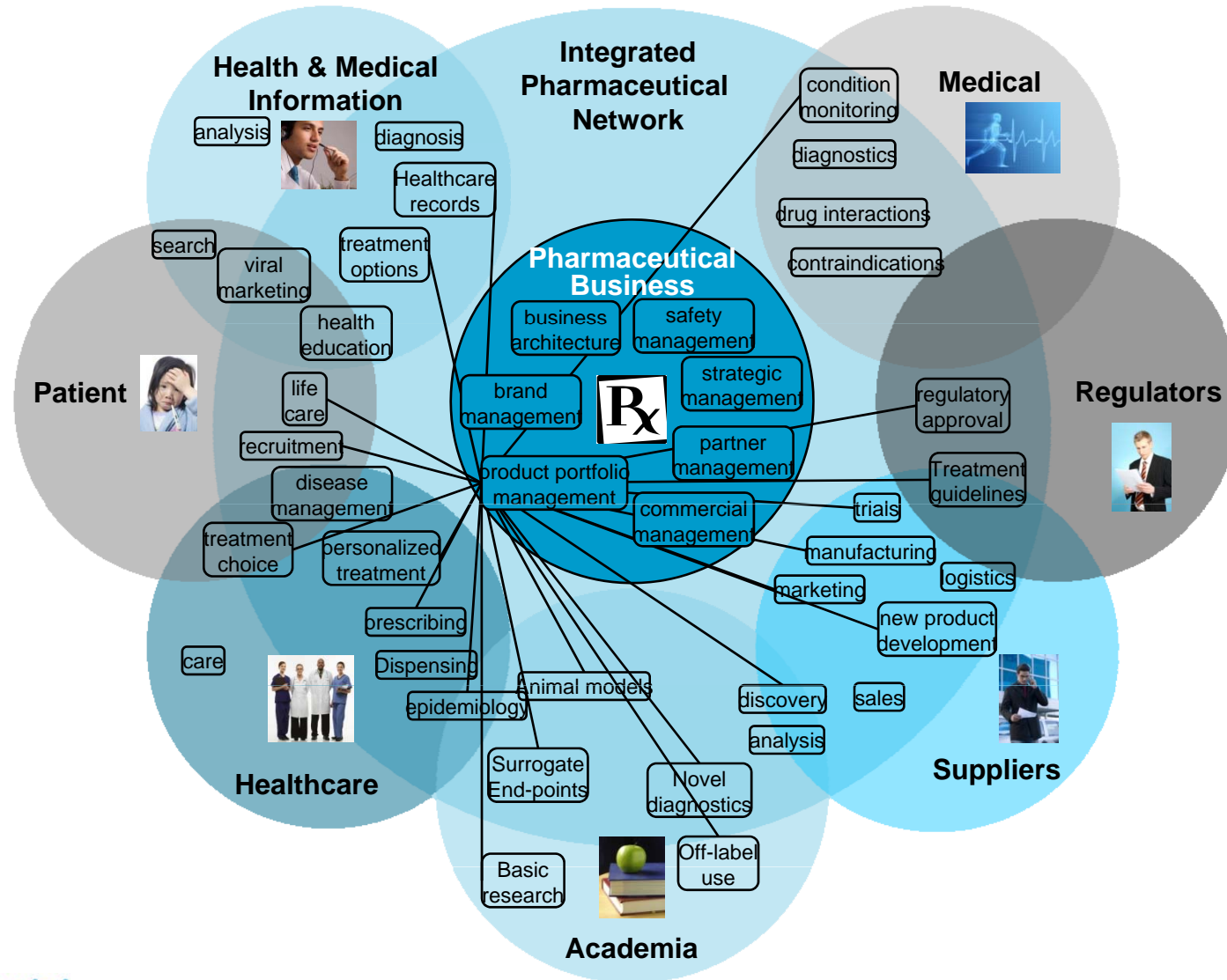
Business is adding to what it wants from Technology

Top 10 Business Priorities	Ranking	Top 10 Technology Priorities	Ranking
Business process improvement	1	Business intelligence	1
Reducing enterprise costs	2	Enterprise applications (ERP, CRM & others)	2
Improving enterprise workforce effectiveness	3	Servers and storage technologies (virtualisation)	3
Attracting and retaining new customers	4	Legacy application modernisation	4
Increasing the use of information / analytics	5	Collaboration technologies	5
Creating new products or services (innovation)	6	Networking, voice and data communications	6
Targeting customers and markets more effectively	7	Technical infrastructure	7
Managing change initiatives	8	Security technologies	8
Expanding current customer relationships	9	Service-oriented applications and architecture	9
Expanding into new markets and geographies	10	Document management	10

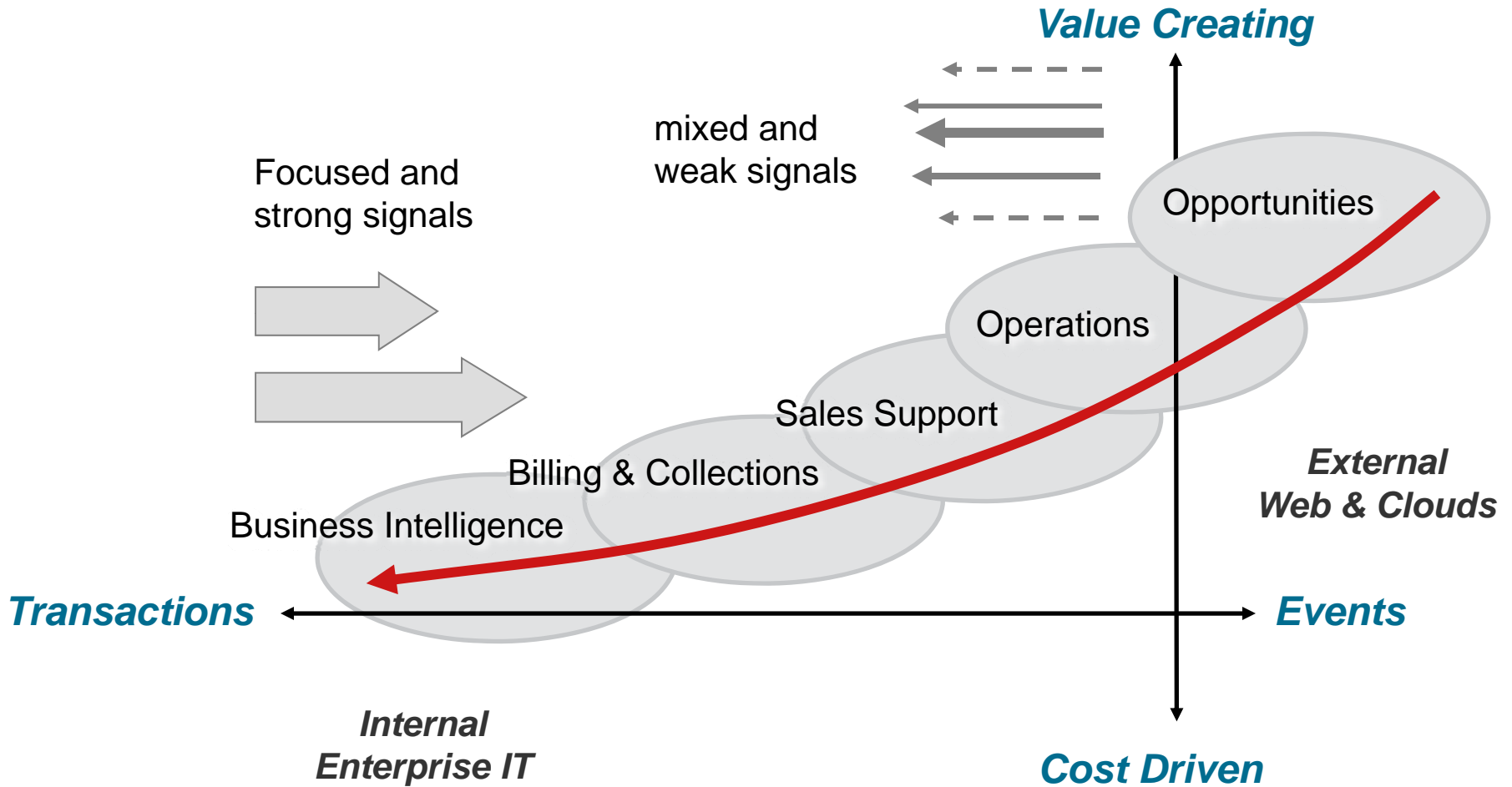
Source: Gartner EXP Worldwide Survey of More than 1,500 CIOs

The focus is Revenue; Its all about 'trading the market better'

The Business Network of a Pharmaceutical Company

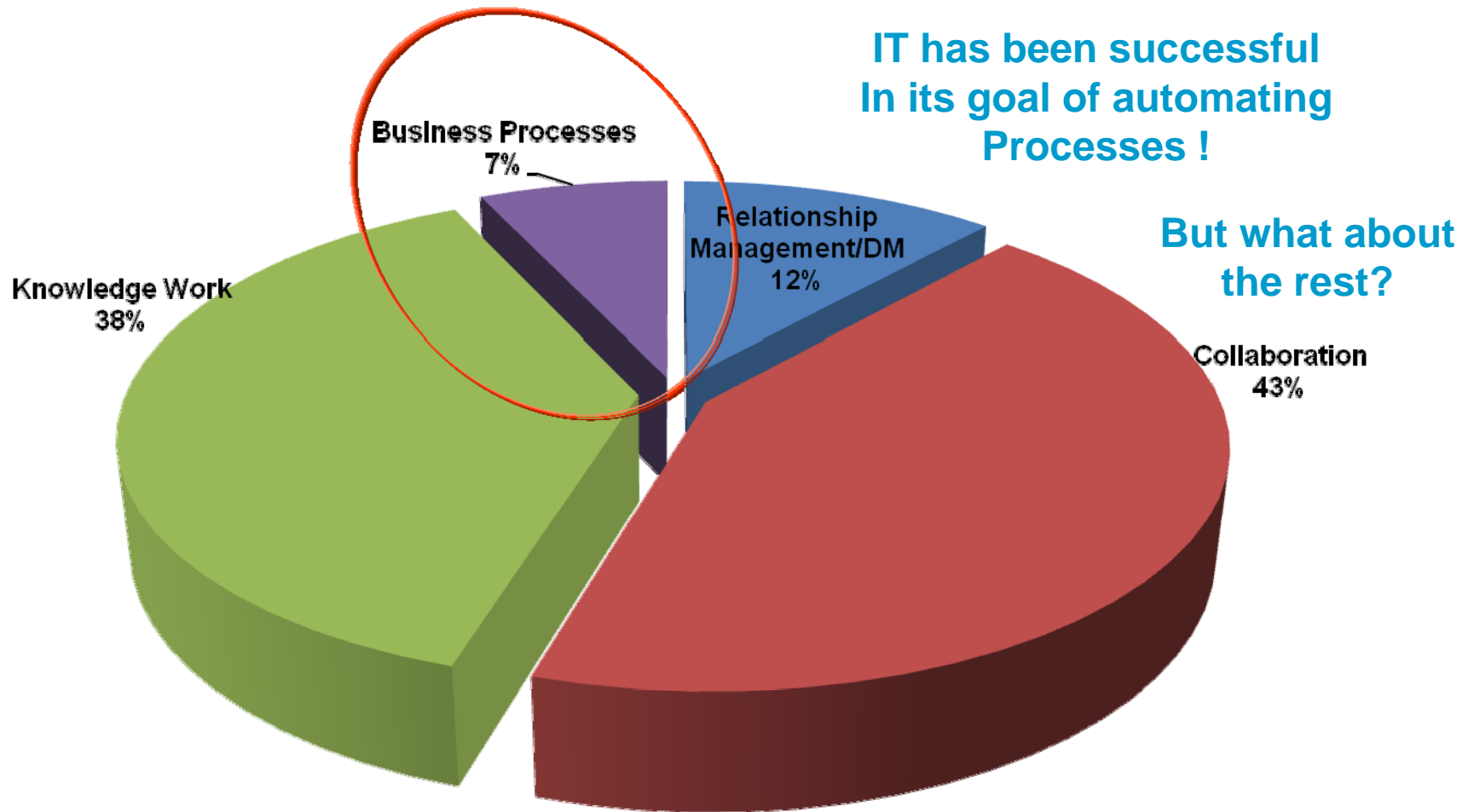


External Conditions have become the *'real'* issue



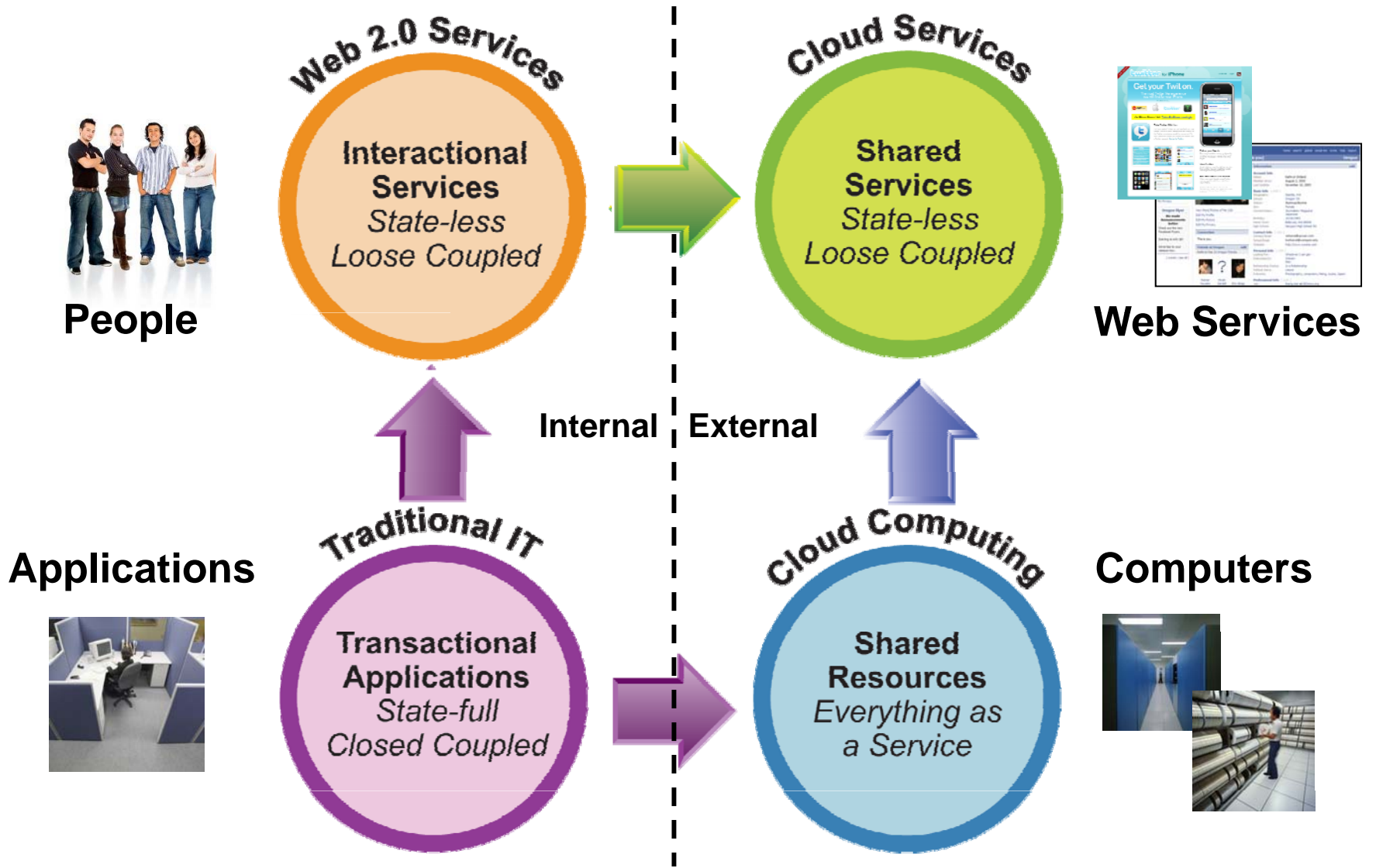
Source and copyright by Peter Evans-Greenwood, Unico Pty

IT has delivered; so the requirement for support has changed

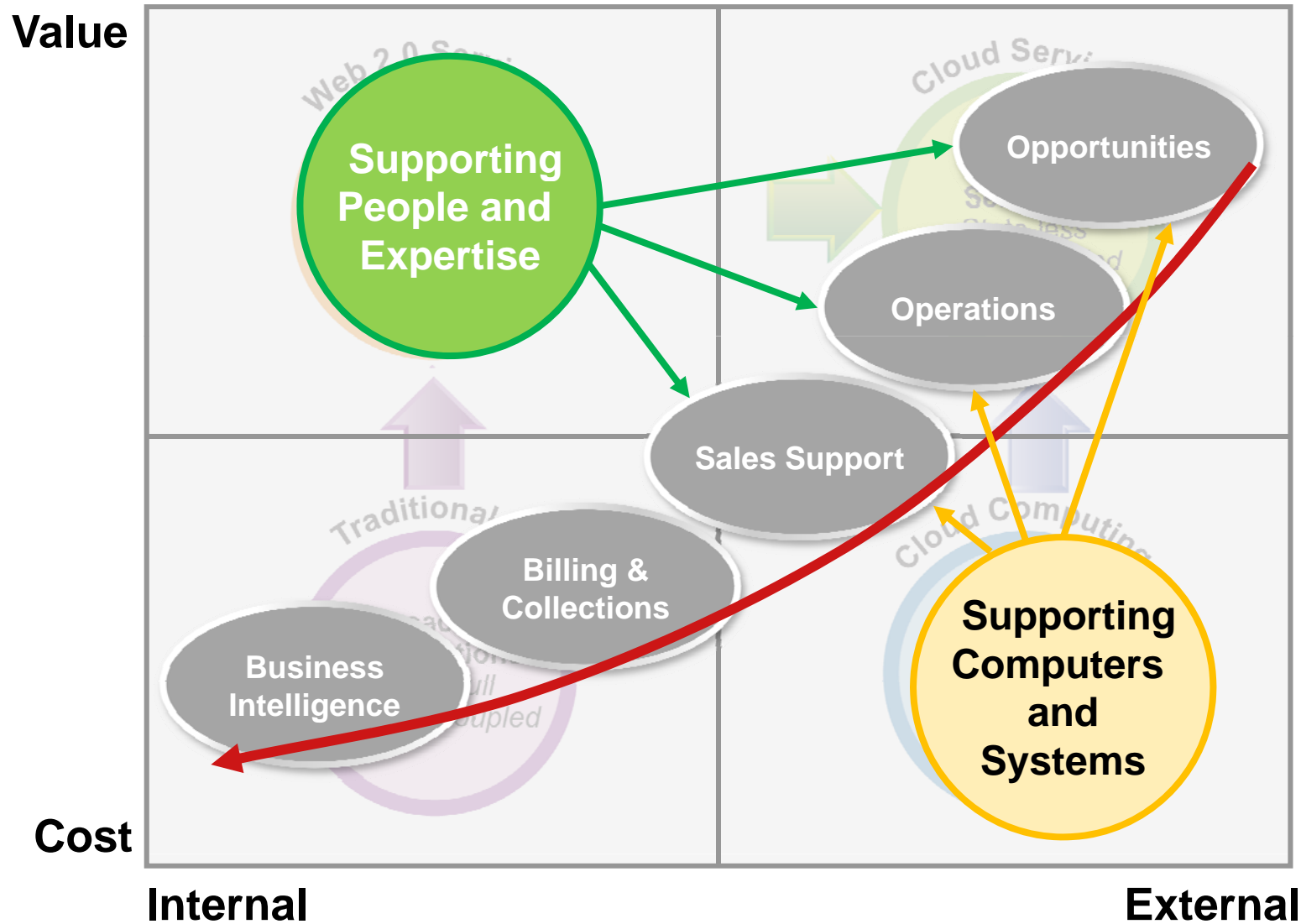


Time Spent by Work Type

So its not just Traditional IT; there are new technologies too

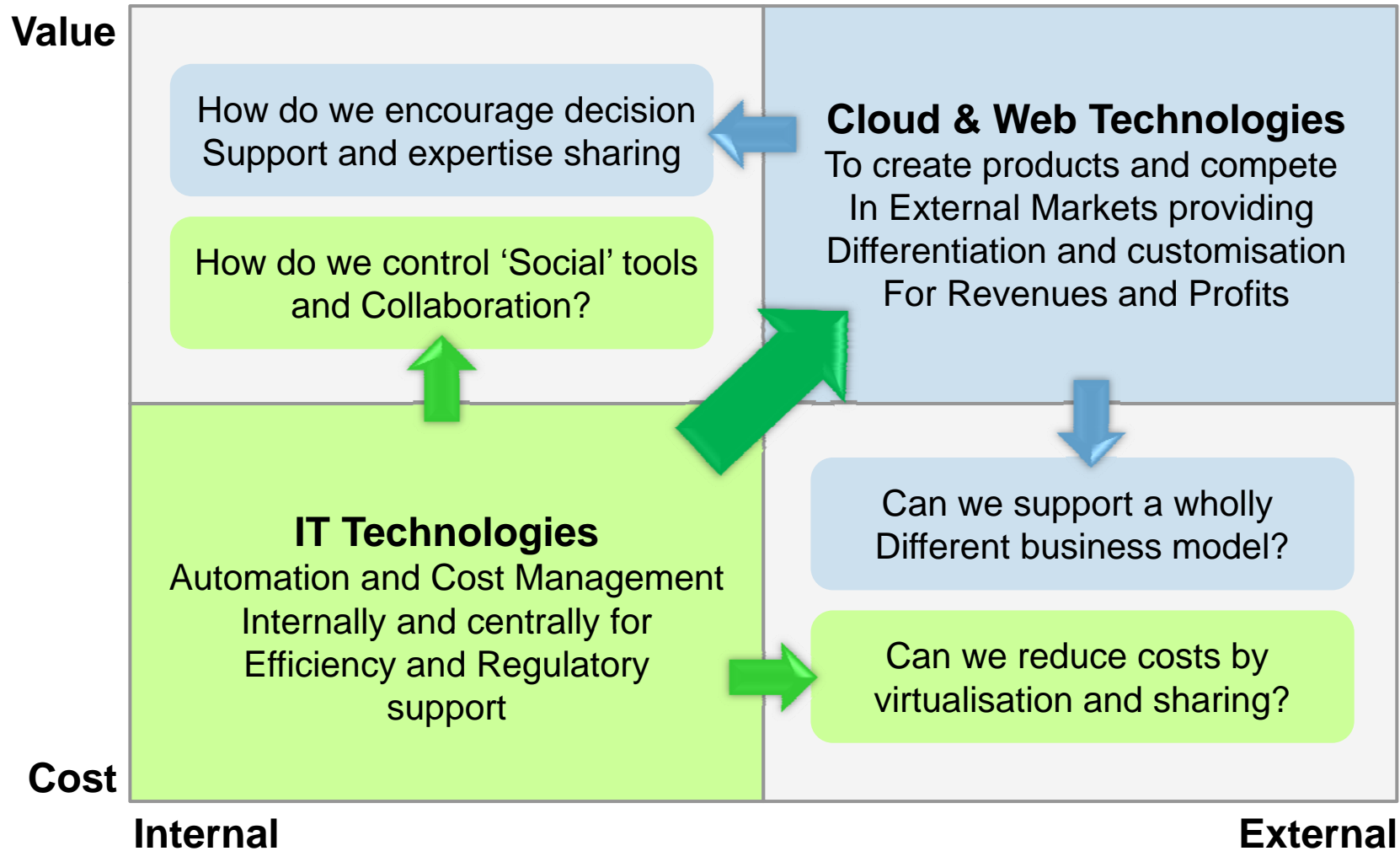


Now put the Business and Technology Together ...



Two different environments, delivery and funding models

Enterprise 2.0



Externalisation and People are the key forces for change now

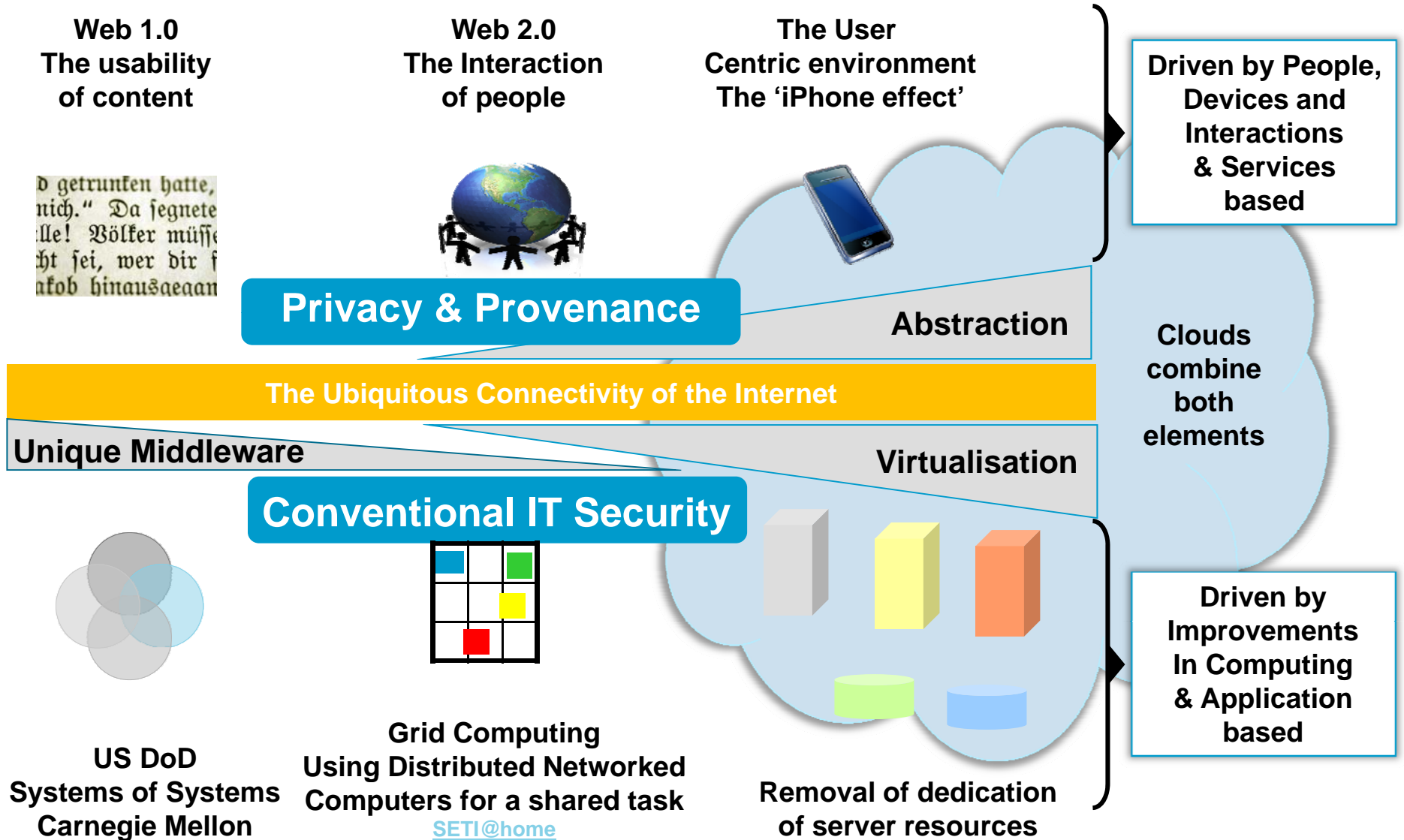
But what about the Cloud?
The original definition was to extend Web 2.0 like capabilities around allowing Users to do what they wanted, how they wanted, with whom they wanted, without needing to know, or understand, or require specialist help so the technology layer was represented by 'a cloud'!



Capgemini:
Domain: capgemini.com
Members: 4,476
Messages: 43,985
Files: 395

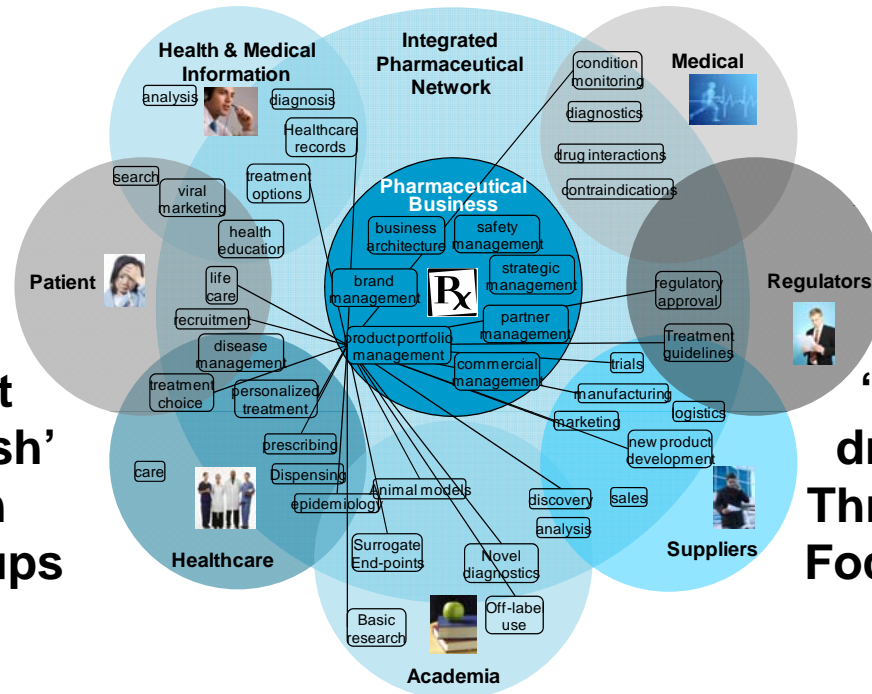


Two separate paths make up 'Clouds'

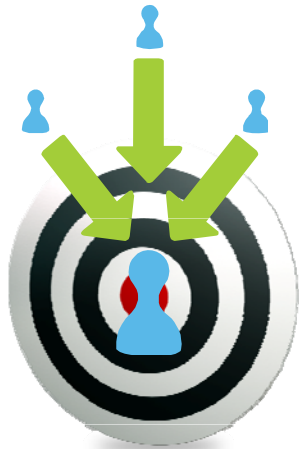


The search economy and smart business is the result

The 'Stable' market
'Product' centric 'Push'
model focussed on
target customer groups



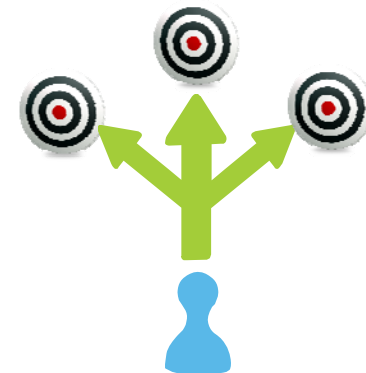
'Dynamic' markets
driven by consumers
Through a 'Pull' model
Focussed on 'Services'



Enterprise
Optimised



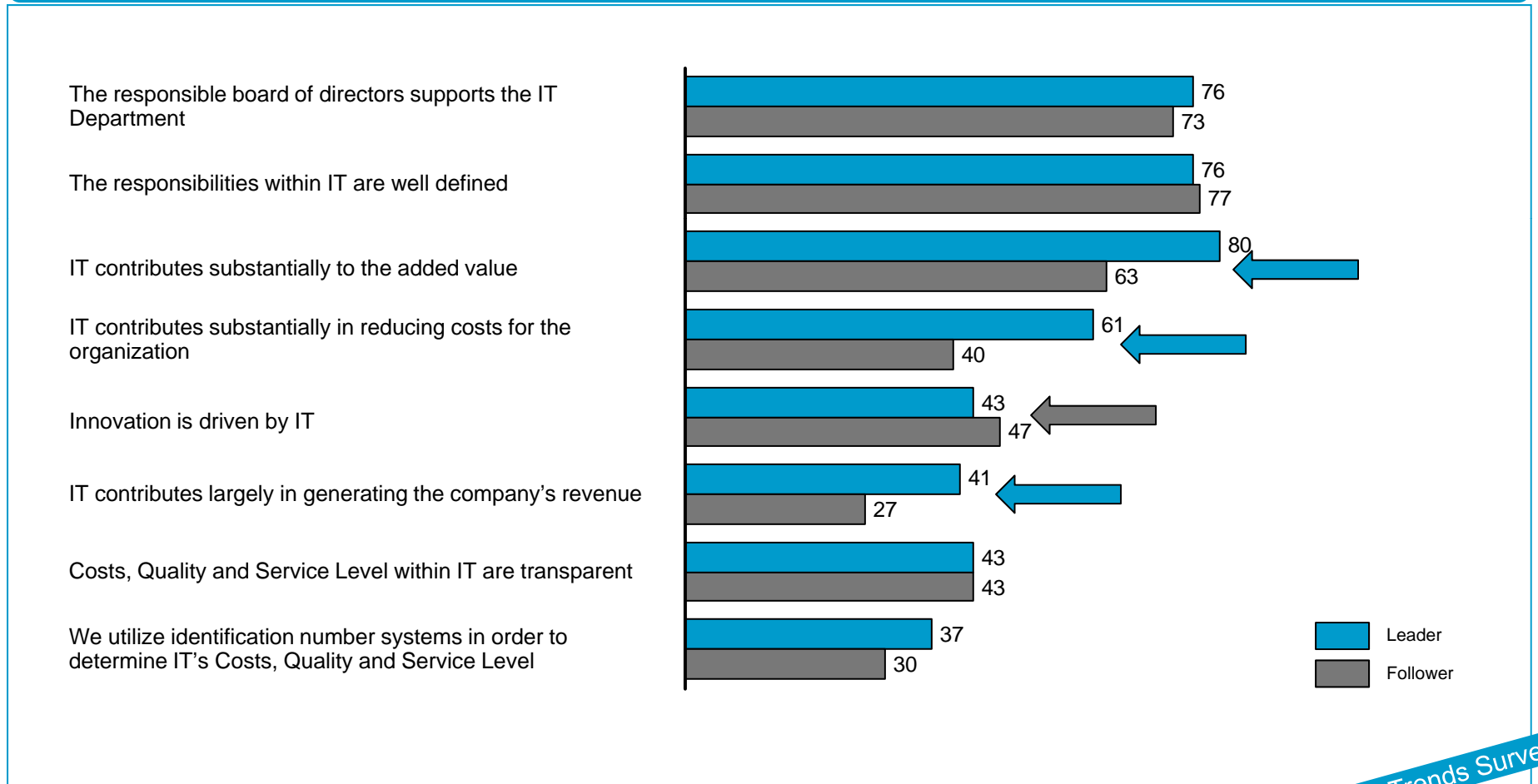
Market
Optimised



Perception of IT 1/2: Leaders perceive Business Values, Follower IT Values

Basis: Leader, Follower (n=79) – Indicated Percentage, Top-2-Box¹

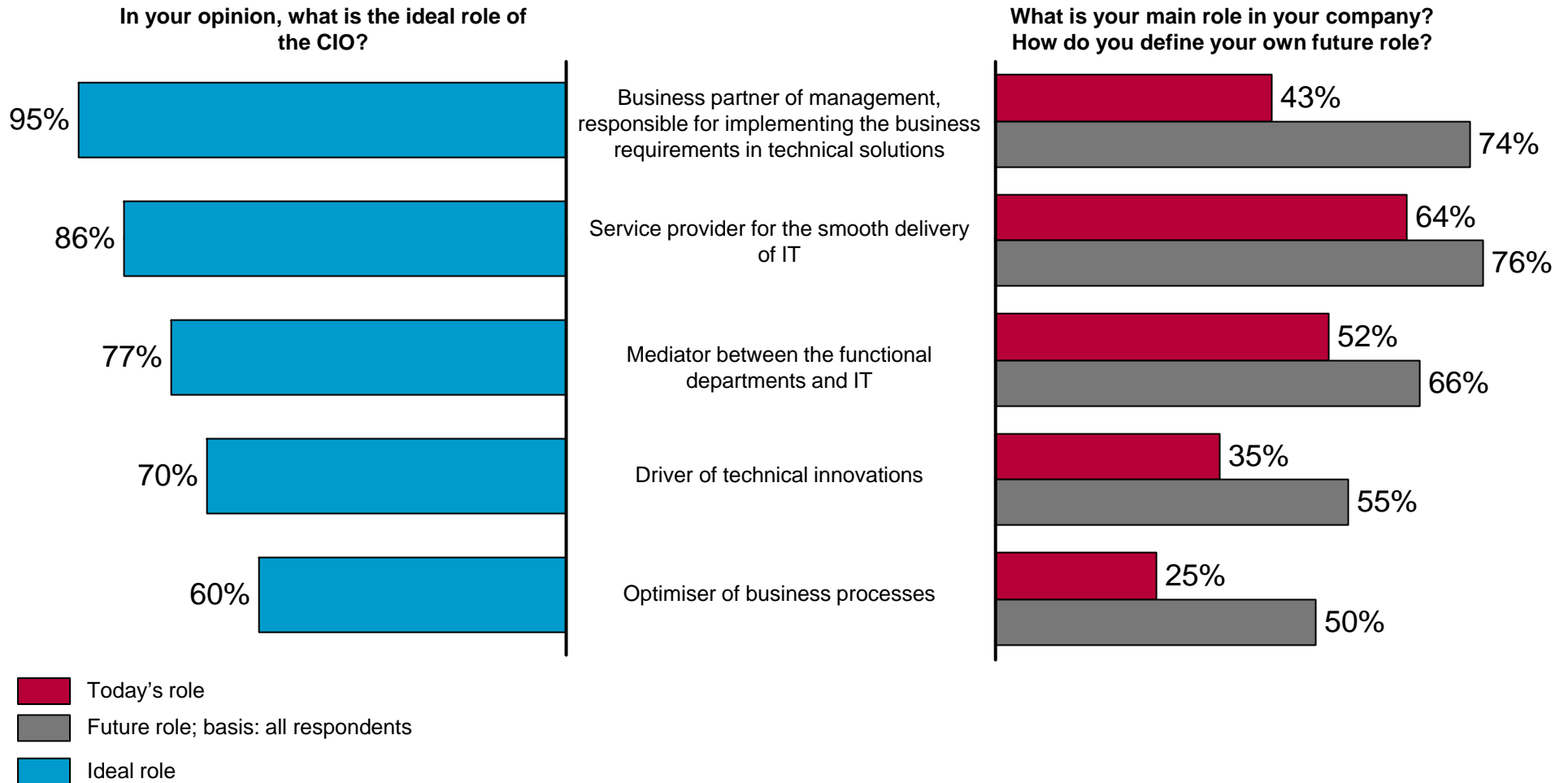
How far do you agree with the following statements with respect to your Organization?



¹ Top-2-Box: Werte „1“ und „2“ auf der Skala von „Trifft voll zu“ (1) bis „Trifft überhaupt nicht zu“ (6)

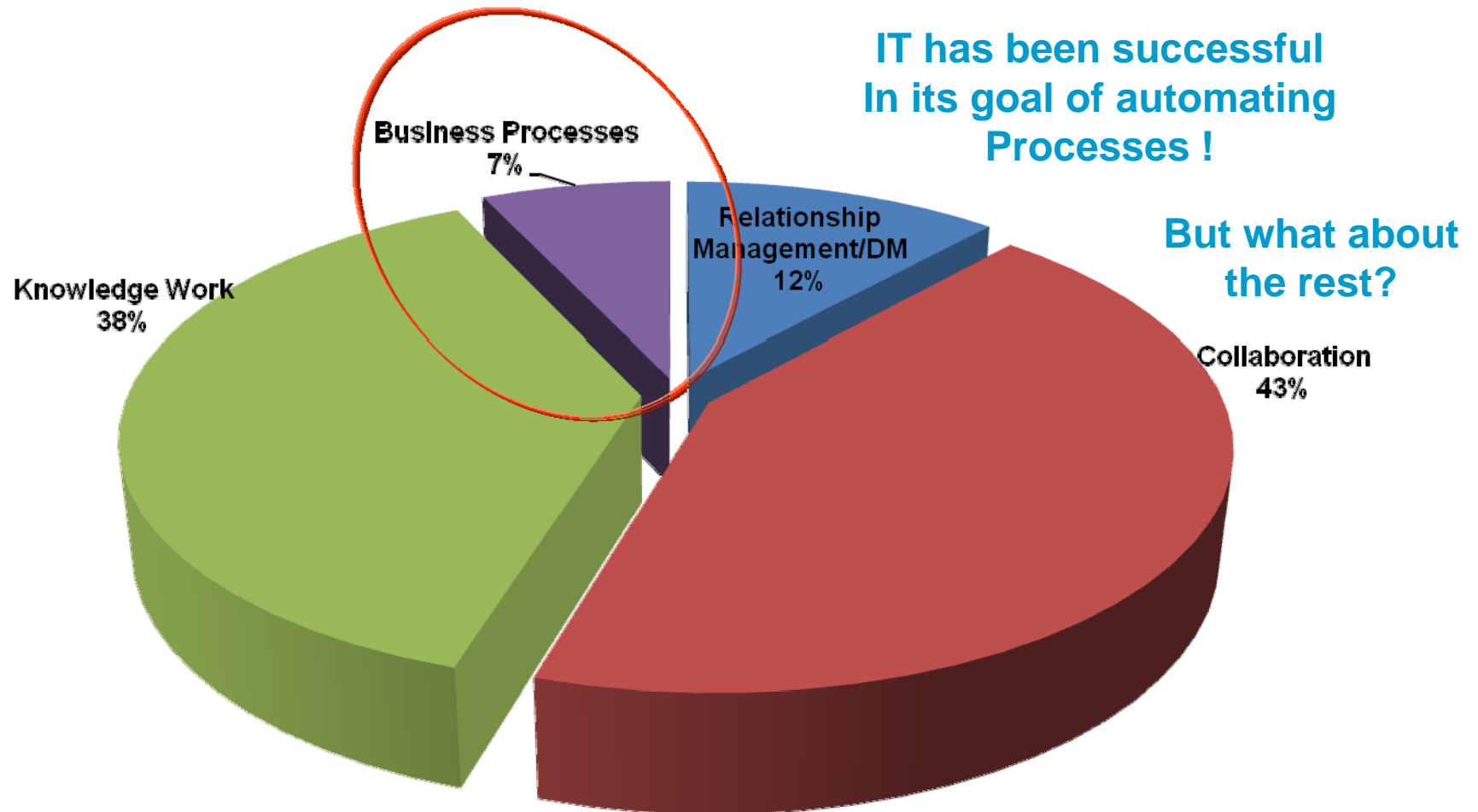
Role of the CIO: In 2009, CIOs realised that their job comprises many different roles – from business partner to optimising business processes

Ideal role vs. actual role today and tomorrow – basis: all respondents (n=131) – top-2 box (1 and 2) on a scale from 1 to 6 (n = 131), top-2 box¹



¹ Top-2 box: values "1" and "2" on a scale from "fully applies" (1) to "does not apply at all" (6)

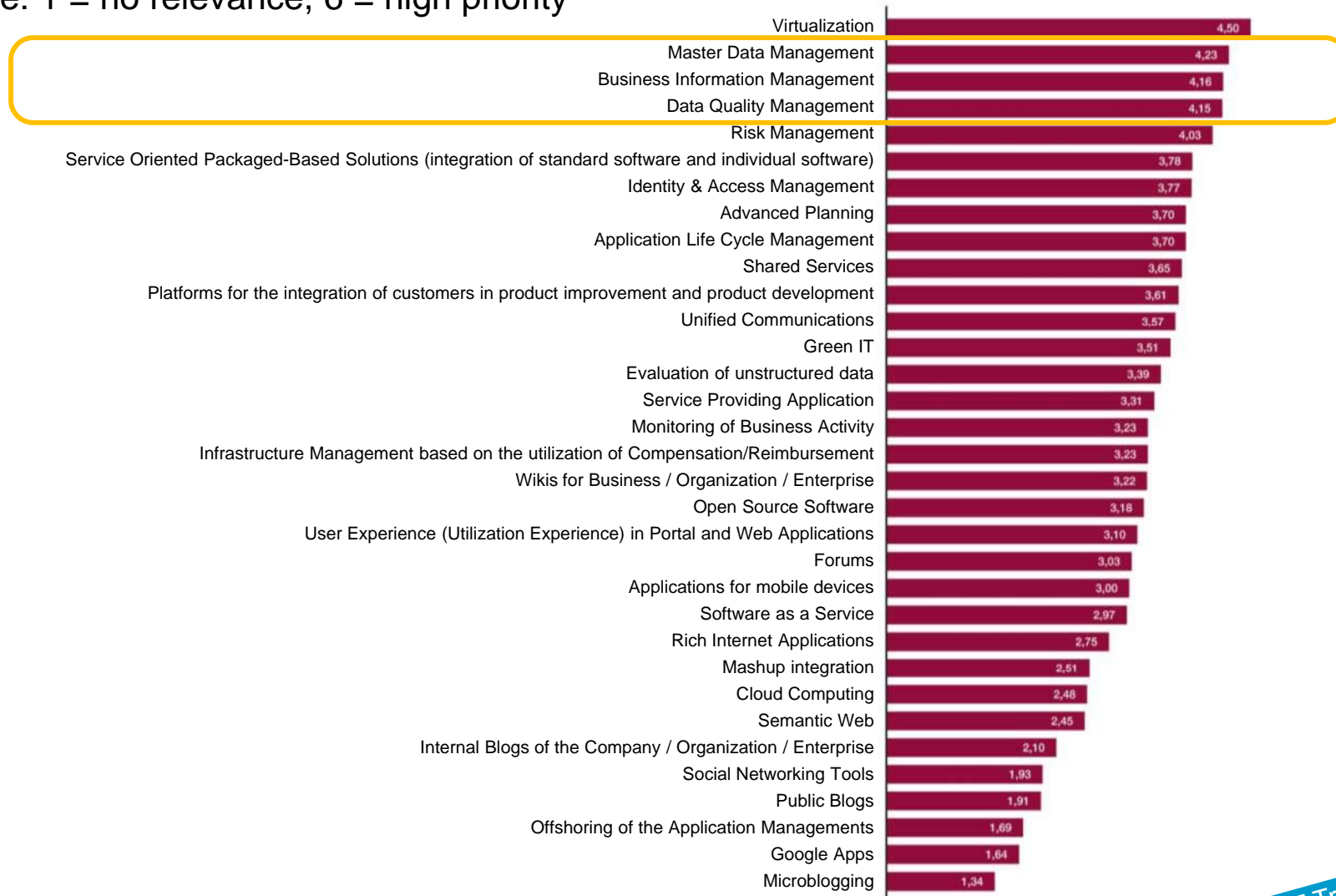
Remember this? – Not a surprise now!



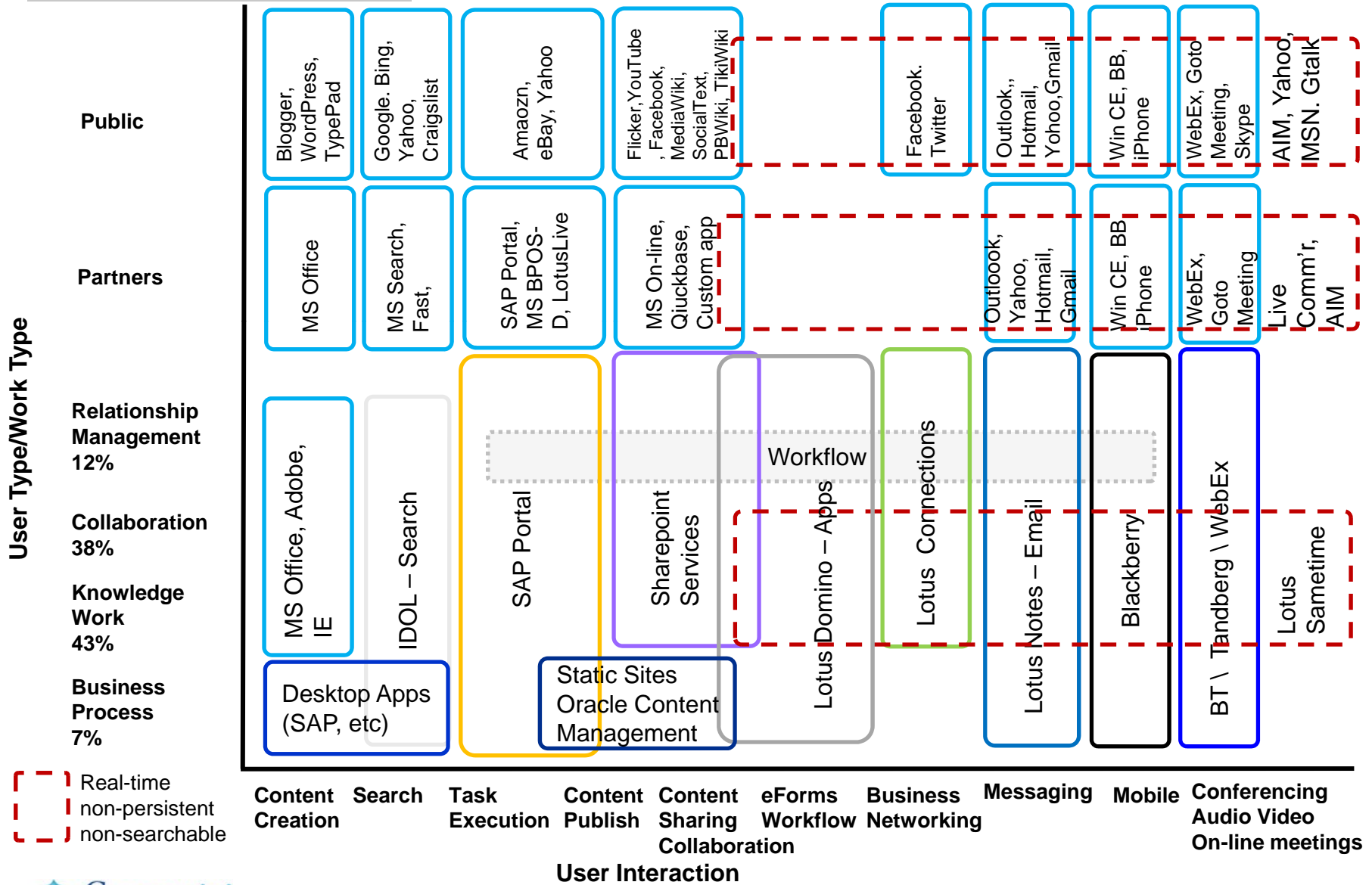
Time Spent by Work Type

How important do you consider the following subjects for your Organization in the next two years?

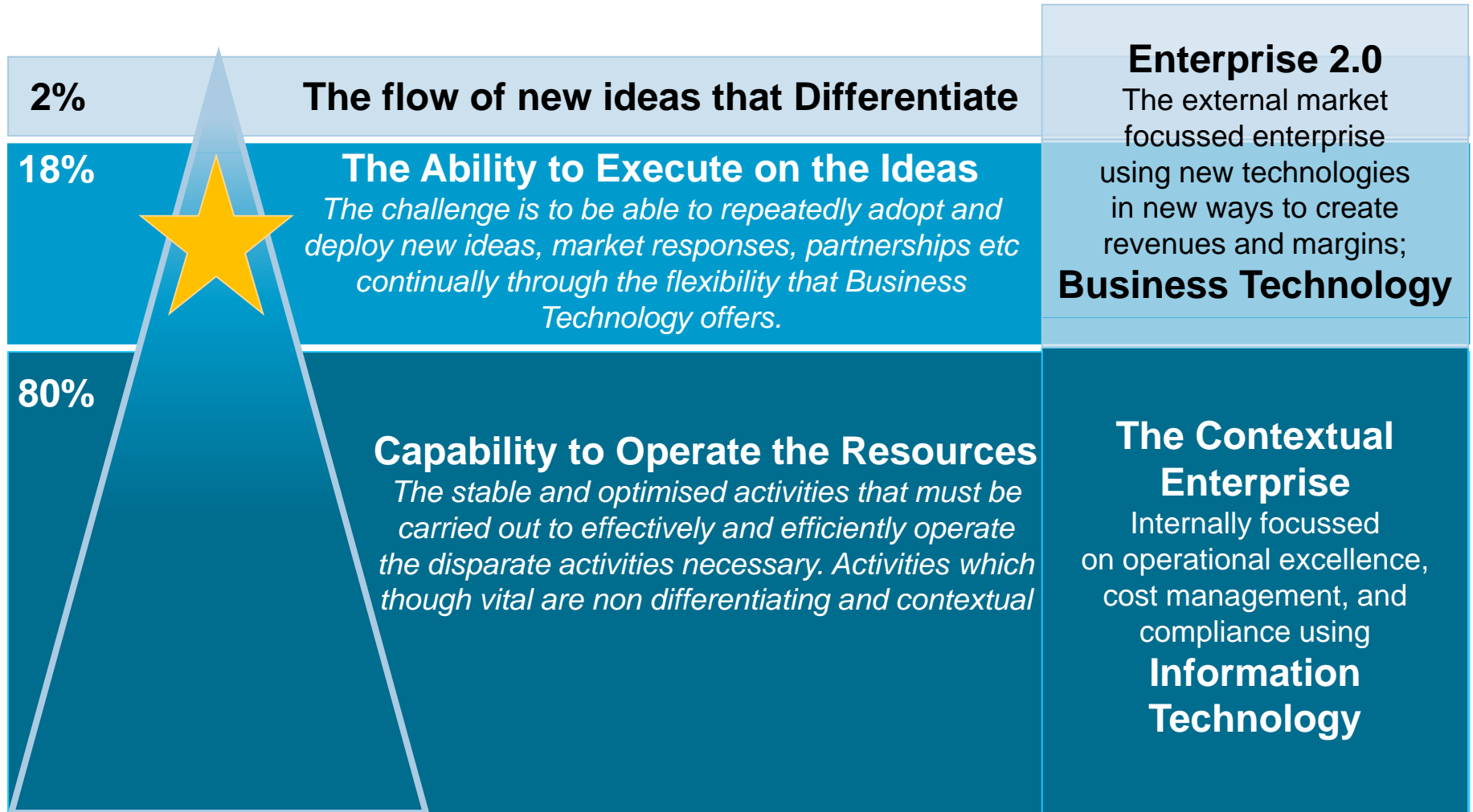
Scale: 1 = no relevance, 6 = high priority



Its not an ERP automation approach that's required ...

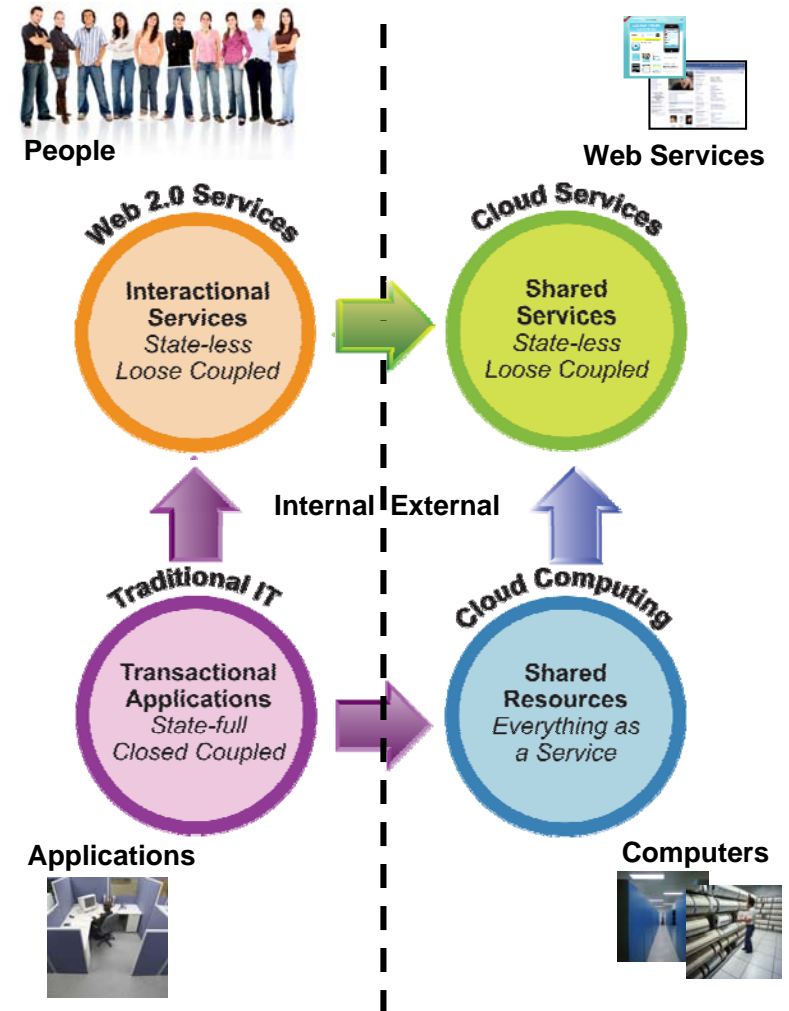
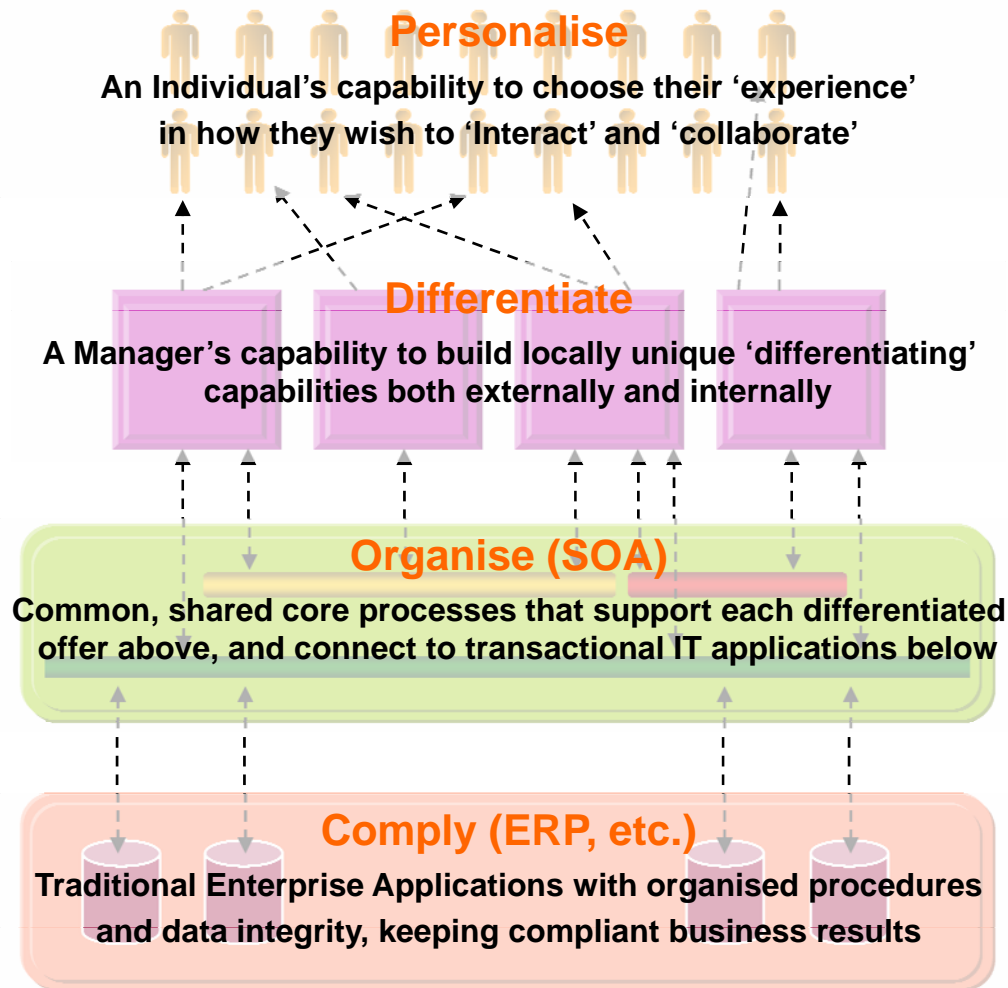


But don't let's lose our heads! – its not everything that changes!



A whole new business model has emerged

Business and Technology Architecture Governance Model



Summarising ...

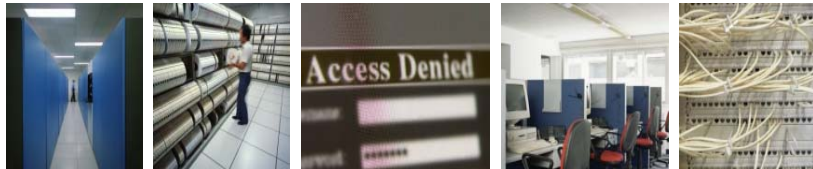


TOGETHER. FREE YOUR ENERGIES



The World of Tomorrow is in fact two Worlds!

Client – Server Information Technology



- Centralization for Efficiency
- Automation of core Procedures
- Cost Reduction
- Recharged Overheads
- Leverage of Enterprise resources
- Data Driven Transactions
- Computer and Application centric
- Closed and Secure
- **Justification is COST reduction**



Web 2.0 and Clouds Business Technology



- External Market Optimization
- Provides local market differentiation
- People Driven Interactions
- Expertise with Collaboration
- Open with Privacy
- Extreme flexibility, frequent change
- Direct Bus Unit Attributed cost
- Services and Standards based
- **Value creation in sales/margins**